FAX COVER SHEET

BRODERBUND SOFTWARE
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SAN RAFAEL, CA
94903-2101

Date: 8/29/90 Time: 4:45 am/pm

To: Kelly Teevan, Exec. Dir.

Company: Point Foundation

Fax Number: 332-2416

From: Karen Ohlhorst

Broderbund Fax # (415) 492-3154

Number of pages (including this one) 4

If you have any problems, please contact Karen at (415) 492-3200 ext. 129.

Kelly,

Comments: I hope this list will be useful to you. Pls call me if you'd like to discuss.

- Karen

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Keith,

these people (this pg only) have specialized industry newsltrs which could serve us in 2 ways: ① if they promote it (somewhat subtly) and generate guests; ② if they attend + cover it. NOTE: We're trying to avoid general media advance publicity (eg. Chron, Examiner).

Cyberthon Media Hit List

Industry Newsletters:

John C. Dvorak, Columnist (KAJ) Could call. Erin may have sent invite. Does
Confidential Inside Track he want to cover ahead or attend + then cover?
415-527-7730

Denise Caruso, Editor and Columnist at SF Examiner (KAJ) Could call/or email-
Media Letter don't want advance pub in Examiner though in Media
415-777-2424 (at the Examiner) Letter might be appropriate.

Tony Bove, Publisher and Cheryl Rhodes, Publisher SENT FAX FRI 8/31.
Bove & Rhodes Inside Report on DTP and Multimedia
707-884-4413 FAX 707 884-4421. Que's Mac Multi. Media Handbook authors.

Stewart Alsop, Editor ~~Letter~~ sent an invitation.
P.C. Letter (KAJ) Could call; see if he wants to write abt ahead, or attend.
415-592-8880

Esther Dyson, Editor and Publisher sent an invite. (KAJ) ditto.
Release 1.0
212-758-3434

Jeffrey Tarter, Editor Putting on conference in 10 days. Seemed very busy.
Softletter (KAJ) → Send info & invite. Spoke on 8/31
617-924-3944 → 2 pp. + invite

Phillip Robinson, Columnist
S.J Mercury News, *The Architect's PC*, *Desktop Engineering News*
415-331-8947 KAJ: Same as Dvorak note above.

See attached 4-page re: Cyb. 1st 2 pp. are relevant & safe to send out.

Cyberthon Media List -- 2

Major Trade Publications:

spoke w/ Dan Litman

Jerry Borrell, Editor-in-Chief
Macworld
415-546-7722

Paul Somerson, Editor-in-Chief
MacUser
415-378-5600

Dan Ruby, Editor
MacWeek
415-243-3500

Bill Machrone, Editor-in-Chief
PC Magazine
212-503-5255

Sam Whitmore, Editor-in-Chief
PC Week
617-375-4000

Richard Landry, Editor-in-Chief
PC World
415-243-0500

Michael Lowe, Editor-in-Chief
InfoWorld
415-328-4602

Bob Guccione, Editor-in-Chief
Omni
212-496-6100

Ben Dunnington, Editor/Publisher
Info
319-338-0703

Linnea Dayton, Managing Editor
Verbum
619-463-9977

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Cyberthon Media List -- 3

Professional Associations:

Siggraph
ACM
IEEE